

# THE BLUE MOON

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DeWitt Wallace-Reader's Digest Fund  
Lila Wallace-Reader's Digest Fund

## Kentucky Arts Council Awarded \$500,000 by Wallace-Reader's Digest Funds

Over the past decade, the Wallace-Reader's Digest Funds have been supporting efforts to help hundreds of arts organizations increase and diversify their audiences and provide opportunities for deepening people's participation in their programs and activities. Organizations reporting the biggest gains and changes in audience composition have made a concerted effort to elevate service to people to the same level as their commitment to artistic quality.

This year the Wallace-Reader's Digest Funds have announced the creation of the State Arts Partnerships for Cultural Participation (START) initiative to help state arts agencies adopt new, more effective guidelines, programs and funding practices aimed at encouraging broader public participation in the arts. Kentucky was one of thirteen exemplary state arts agencies to receive multi-year grants totaling \$9.6 million to support effective programs, research and outreach efforts on arts participation, including leadership training, pilot demonstration projects and improved technical assistance.

Over a three year period the Kentucky Arts Council will develop standards of best practices based on current research, needs assessments and demographic studies for grantees to effectively increase participation and deepen engagement among their audiences. START will also enable the Arts Council to deliver technical assistance to grantees in implementing these best practices and establishing benchmarks for future success. This work will be done in partnership with the Kentucky Citizens for the Arts, Arts Kentucky, The Kentucky Collaborative for Teaching and Learning, the Kentucky Center for the Arts, Kentucky Arts Presenters Network and Appalshop, with strong support from the Education, Arts and Humanities Cabinet.

"This is a real opportunity for Kentucky to strengthen our arts infrastructure," says Arts Council executive director Gerri Combs. "This grant will enable us to assist arts organizations in areas of financial management, board governance, program management, fundraising and communications."

"With a combined support of the arts exceeding \$450 million, state arts agencies are the unheralded supporters of the arts. They collectively serve more than 25,000 arts organizations of various size and artistic mission in all U.S. states and territories," stated M. Christine DeVita, president of the Funds. "Our START initiative will not only shed light on how important state arts agencies are to the cultural life of our country, but will showcase thirteen exemplary agencies, which have shown dedicated leadership in connecting people to the arts. We are proud to work closely with The Kentucky Arts Council."

Along with the direct grants, START will support extensive research that builds on the efforts of state arts agencies like the Arts Council and local arts groups to adopt new, more effective guidelines, programs and funding practices for expanding arts participation. In cooperation with the National Assembly of State Arts Agencies and the six regional arts organizations under the leadership of Arts Midwest, the Wallace-Reader's Digest Funds will also support dissemination efforts aimed at making this work more broadly available to other states and local arts organizations.

Bill Ivey, chairman of the National Endowment for the Arts, said, "This unprecedented foundation support of state arts agencies is an exemplary public-private partnership, one that complements the well-established (Continued on page 2)



## KENTUCKY ARTS COUNCIL AND STAFF

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## Thomas Bonny and Roanne Victor Join Arts Council Board

Governor Paul E. Patton recently appointed two new board members and reappointed two sitting board members for the four vacancies created by normal term rotation. The Arts Council has sixteen board members as determined by enabling legislation.

Retired school superintendant and educator, Thomas Bonny, Irvine, will serve a four year term ending in February, 2005. Bonny's experience in music education and education administration will be a real asset to the Board. Bonny has also been active with Kiwanis, Kentucky Association of School Board Administrators, Kentucky Association of School Superintendents, the Estill Development Alliance and serves on the board of the Pattie A. Clay Regional Medical Center in Richmond. Mr. Bonny is a member of the Wisemantown United Methodist Church.

Roanne Helman Victor lists her occupation as professional volunteer. She brings to the board over forty years of distinguished experience in working with Kentucky arts organizations and non-profits. Victor is currently a board member of Actors Theatre of

Louisville and has served in that capacity in different terms dating back to 1978. She has also been on the boards of the Kentucky Art and Craft Foundation, Cathedral Heritage Foundation, Kentucky Opera Association, Stage One, Louisville Chapter of the American Red Cross, Four Courts/Jewish Hospital and the Louisville Section of the National Council of Jewish Women. Ms. Victor's term will also expire February, 2005.

Recently appointed Carol Black, Louisville, will begin a second term serving until February, 2005. Lexington artist Pamela Papka Sexton, who has been on the board since 1996, will continue to serve until term expiration of February, 2005.

Board member Gerry Montgomery will step down from the board but remains an ardent supporter of the arts as City Commissioner of Paducah. On behalf of the staff and board, we wish to extend a heartfelt thanks to the many great contributions Commissioner Montgomery has made during her tenure. Arts organizations and artists across the commonwealth have benefited greatly from her service.

## Wallace-Reader's Digest Funds (continued)

model linking federal arts funding with the states. While private funding cannot replace public support, this important Wallace-Reader's Digest Funds initiative provides vital resources for helping public agencies become more effective in broadening community participation in the arts."

"Arts organizations and grantmakers have traditionally assessed their work through an emphasis on either artistic excellence or organizational health," said Michael Moore, director of the Funds' arts program. "Recently, they have come to recognize the existence of a third important consideration: participation. Our partnership with state arts agencies will help speed the work they are doing to increase local involvement in the arts while reinforcing high artistic standards and sound management."

For over a decade, the Wallace-Reader's Digest Funds have invested in leading cultural groups across the country that are working to make the arts an active part of people's everyday lives. START is part of a multifaceted strategy that seeks to help interested arts groups and their funding partners find successful ways to encourage greater participation in the arts and to bring greater vitality to their communities.



# National Endowment Increases Partnership Agreement Funds for Arts Council

Other Kentucky Organizations Fare Well in Areas of Access, Education, Heritage Preservation and Leadership

The Partnership Agreement is the basic state grant that the NEA awards each year to state and regional arts agencies across the country. The different components are used to partially fund regranteeing activities, basic administrative costs, arts education initiatives, and support for the arts in underserved communities. The Endowment awarded \$35,873,900, or nearly 42% of its grantmaking budget this year to Partnership Agreements. This total includes \$2 million distributed to those agencies as part of Challenge America, a major new program designed to strengthen communities through the arts. This year's grant amount to Kentucky Arts Council is \$559,900 as compared to the FY2000 \$522,800 funding level. The increase in the NEA's budget for Challenge America allowed for a \$40,000 award to Kentucky for pilot programs in early childhood education and serving youth-at-risk.

The NEA awarded nine grants to Kentucky in five categories for a total of \$756,400 for the second major funding round of Fiscal Year 2001.

Access grants are designed to help people connect to the arts in various ways, overcoming geographic, educational or economic constraints.

## DISCIPLINE: Multidisciplinary

Media Working Group, Covington, was awarded \$10,000 to support Open Studio: The Arts On-Line. This project will provide technical assistance and training for artists and arts organizations in Internet technologies and new digital environments. (Multistate)

## DISCIPLINE: Music

New Performing Arts, Inc., Louisville was awarded \$10,000 to support community outreach and education activities by soloists and chamber music ensembles. Up to 28 communities in southeastern Kentucky will be targeted for educational activities by 28 soloists and ensembles.

## DISCIPLINE: Theater

Appalshop, Inc., Whitesburg, was awarded \$40,000 to support Route 23: A Cultural Corridor. This project will provide access to existing, new and ongoing work about the Route 23 cultural corridor to underserved audiences in Kentucky, Tennessee, Virginia and West Virginia. (Multistate)

## DISCIPLINE: Media Arts

Appalshop, Inc. (Consortium), Whitesburg, was awarded \$15,000 to support the development of a multi-year youth media exchange project. Planning will include a discussion on youth training including common problems and approaches, media literacy, artistic training and youth development. (Multistate)

Education grants support the arts as an integral part of education both in and outside the classroom.

## DISCIPLINE: Theater

Stage One: The Louisville Children's Theatre, Inc., Louisville was awarded \$14,000 to support the production of two plays in repertory for different age groups to be performed in Louisville and regional satellite venues. All productions will be supported by study guides, student classroom workshops and professional development opportunities for teachers.

Heritage/Preservation grants help conserve significant art works and honor, assist and increase the visibility of art and artists.

## FIELD: Museums

J.B. Speed Art Museum, Louisville was awarded \$20,000 to support the documentation, preservation and interpretation of the museum's English period room dating from c. 1610. The project will include technical analysis, research, reinterpretation and refinement of conservation and maintenance procedures.

## DISCIPLINE: Music

Louisville Orchestra, Inc., Louisville, was awarded \$57,500 to support the preservation and dissemination of the archived recordings collection. This two-year project will resurrector hundreds of original autograph scores and world premiere master tapes commissioned and recorded by the orchestra on its First Edition label. (Multistate)

The Endowment awarded \$1.3 million nationally for Leadership Initiatives. Included among leadership projects are the Folk Arts Infrastructure Initiative grants that will strengthen partnerships between state and local organizations to increase programming, technical assistance and resources for the nonprofit folk and traditional arts.

## FIELD: Folk & Traditional Arts

Kentucky Arts Council, Frankfort, was awarded \$30,000 to support a folklorist position and other related costs. The additional position will result in stronger statewide outreach programs that will help communities realize the potential of folklife programs.

## Quotable Quote

"Art is what makes  
life more interesting than art."  
—Robert Filioli

# Notes from the Field

## Reporting from

Bell, Boyle, Breathitt, Clay, Estill, Floyd, Garrard, Harlan, Jackson, Johnson, Knott, Knox, Laurel, Lawence, Lee, Leslie, Letcher, Lincoln, McCreary, Madison, Magoffin, Martin, Owsley, Perry, Pike, Powell, Pulaski, Rockcastle, Whitley, and Wolfe Counties.

As I write, the redbuds are in full bloom and the dogwoods are just beginning to open. There is no better place to be than the mountains in springtime. And we have lots of great arts activities coming up as we ease into summer.

To me, the May highlight is the Kentucky Guild of Artists and Craftsmen's spring fair in Berea, May 18, 19, and 20. In addition to dozens and dozens of exhibits and demonstrations by some of the finest artists and craftsmen in Kentucky, they will have music, food, and great hands-on activities, all in the beautiful wooded setting of Indian Fort Theater in Berea. The main attraction this year is the Retrospective of the Guild's forty-year history, but there is much that is brand new. 'The fair will have a really new feeling this spring,' commented Kim Gardiner. "We have a number of new juried members, new food vendors, and really different music." The music will have an international flavor this year with a band from Holland, Soort van Blauw, which translated is Sort of Blue(s). This will be their premier performance in the United States. The band will be opening for the Dale Ann Bradley Coon Creek Music Fest on Thursday night, then performing at the Indian Fort Theater throughout the KGAC Spring Fair. School groups are encouraged to attend on Friday. Call ahead for reservations and a docent will meet your bus and give your students an overview of the fair. Students can even join in the creative fun of weaving,

papermaking, and decorating a large steel dragon and water buffalo. Contact the Guild office at 859-985-3192 ASAP for reservations. On Friday night there will be storytelling and magic.

This year I'll be looking at the Spring Fair from a slightly different perspective. The Guild has taken the lead in a project that is aimed at developing a regional cultural plan for festivals in the counties around Berea. While the Guild fair has maintained its artistic character, many other festivals in the region seem to be slipping toward flea market/carnival atmospheres. There are so many festivals that they overlap and cross-compete instead of providing a flow of great events. With some forethought and good networking, these trends could be reversed and the festivals in the region could work together to share resources and develop collaborative promotional strategies. This would make the festivals better markets for local artists and craftspeople as well as more satisfying experiences for local visitors and cultural heritage tourists.

In June, I'm looking forward to a new event at Union College in Barbourville. The Art of Story begins June 21, Thursday evening, and runs through Saturday, June 23. The three-day schedule includes a medley of activities such as ghost stories in a cave, bluegrass/folk/country music, leadership and teaching stories, interesting symposia and workshops, and a wide range of tellers. The Art of Story is designed to take a serious look at the place of narrative in our various endeavors and to have fun while doing so. It is through our ongoing stories, after all, that we change ourselves—in business and education, in leadership and teaching, in all of our professional work. For more information about the UC INSTITUTES or The Art of Story contact Ed de Rosset, UCI Director, at [gateways@unionky.edu](mailto:gateways@unionky.edu), (606) 546-1230 or Dennis Rader, Project Coordinator, at [drader@unionky.edu](mailto:drader@unionky.edu) (606) 546-1281.

One of the groups that will be participating in the Art of Story is the newly formed Eastern Kentucky Storytelling Guild. For information on how you can become involved in the Guild, write to them at 308 Main Street, Manchester, KY 40962.

The final event that I'll mention is in July, but you need to register in advance. On July 17 and 18, Forward in the Fifth will be presenting a two-day teacher workshop on using the arts to teach about cultural diversity. Making Gumbo: Culture in the Global Classroom will draw upon elements of community building, cultural explorations, visual arts, and creative writing to provide teachers with classroom-ready activities and resources for enhancing global education in their school. The cross-curricular activities address core content in social studies, language arts, the arts and humanities and provide multiple opportunities for developing portfolio entries. This session is recommended for K-12 library media specialists, classroom generalists, social studies teachers, arts and humanities teachers and language arts teachers. The seminar will include grade specific break-out sessions as well as plenary sessions. This session will be presented by Hasan Davis, Alice Lovelace and Judy Sizemore. For more information, or to register, contact Shawnta Davis, Forward in the Fifth, P.O. Box 833, Berea, KY 40403 [www.fif.org](http://www.fif.org), (859) 986-3696 (ph) or (859) 986-1660 (fx)

This is just a quick sampling of the arts events in my region. For information on more events and projects, you can access all the circuit riders' regional newsletters on the Arts Kentucky website at [www.artsky.org](http://www.artsky.org).

## Your Circuit Rider, Judy Sizemore

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## Reporting from

Bath, Boone, Bourbon, Boyd, Bracken, Campbell, Carroll, Carter, Clark, Elliott, Fayette, Flemming, Gallatin, Grant, Greenup, Harrison, Henry, Kenton, Lewis, Mason, Menifee, Montgomery, Morgan, Nicholas, Owen, Pendleton, Robertson, Rowan, Scott, and Trimble Counties.

Greetings. I've got some housekeeping items to share with you this issue. First, jot this phone number down. (859) 543-0091. This is the new number at my office. If I am on the road, you will have an opportunity to leave a voicemail message. Faxes can also be received at this number, with prior notification. I am still navigating the postal system, and anticipate having a new mailing address by the next issue of Blue Moon.

Professional development. What does it mean to you? I am looking at ways of providing PD opportunities at Regional Meetings in my territory. First off will be a Cultural Planning information session as part of the Regional Arts and Cultural Council's meeting on May 23 in Old Washington at the studio/gallery of the Ohio River Valley Artist Guild. Also, watch this space for more information on a Saturday-in-August meeting of interested artists and arts groups along the Ohio River. This meeting will be at the Behringer-Crawford Museum in Covington. We hope to address issues of regional identity and cooperative programming. These meetings are valuable networking opportunities, as well as educational opportunities.

What do you want to know more about? I've had requests for a regional Board development workshop, help sessions for individual artists wishing to navigate the KAC system, and an artist safety/hazards management workshop, among others. Tell me what you

want to know more about. We'll find a way to partner with Arts Kentucky to make it happen. And speaking of ArtsKY, be sure to attend their annual meeting in late June. It's a perfect networking opportunity, and the day will be jam-packed with pertinent workshops and training sessions. I hope to see all of you there.

Keep in touch, and remember... it's never too soon to start planning next year's grants!

### Your Circuit Rider, Casey Billings

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Stanton, KY 40380  
(859) 543-0091  
bigradio@mailcity.com  
FAX (859) 543-0091

## Reporting from

Anderson, Breckinridge, Bullitt, Franklin, Hardin, Jefferson, Jessamine, LaRue, Marion, Meade, Mercer, Nelson, Oldham, Spencer, Shelby, Washington, and Woodford Counties.

Currently the Circuit Rider position is vacant for this area. Normandi Ellis has found that she needs to devote more time to her artistic discipline of writing and as artist in residence in the schools. For information about the position or activities in this region, contact:

**E. Chris Harp,**  
Community Arts Director  
Kentucky Arts Council  
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Old Capitol Annex  
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(502) 564-3757 x 4809  
chris.harp@mail.state.ky.us

## Reporting from

Adair, Allen, Barren, Casey, Clinton, Cumberland, Edmonson, Grayson, Green, Hart, Metcalfe, Monroe, Russell, Simpson, Taylor, Warren, and Wayne Counties.

Greetings from South Central Kentucky where everything seems bright and new this beautiful spring season. School is heading towards a close and the tourist season will be getting underway. Tourism is certainly a growing business throughout Kentucky, and artists and craftspeople will hopefully continue to find new and lucrative markets.

A new and exciting venture for Kentucky artisans will be an e-commerce logistics and fulfillment center to be located in Edmonson County. Products will be marketed through a new web site, Kentuckyvirtual.com, and the center is expected to handle the storage, packing and shipping of those products - including arts and crafts, fine furniture and other Kentucky wood products - to national and international markets from the rural parts of Kentucky. Mark Kaser of Kentucky Wood Products thought up the idea and has developed many partnerships throughout our state to bring this project together. The center will also initially create 40 jobs. Please contact me for further information about the site.

The Basket Contest of Hart County will be held on June 25th and you are invited to submit your baskets in several categories - classic utilitarian baskets, decorative baskets, beginning basketmaking and unsplit white oak (any other type of baskets without the use of kits, such as honeysuckle, grape vine, etc.) For more information contact Creations of the Hart at 270-524-4438. And look for the basketmaking traditions along Hwy 31 to be part of this year's Folklife Festival in Frankfort.

# Notes From the Field

Continued

The Public Theatre of Kentucky in Bowling Green will be starting their Sunburst Youth Theatre Camp beginning in June. This is PTK'S first season of Youth Theatre for and by young people ages eight to eighteen. They will also be forming a Parent Volunteer Group to operate along with the Youth Group. Interested? Call Alexis or Delia at 270-781-6233.

The Capitol Arts Alliance will be holding two fundraisers this spring. The first is called "A Taste of Art". Participants are asked to pay a fee to paint a ceramic plate with their own original design. The finished plates will be donated to the Capitol Arts Alliance to be used at a reception on May 31st. Reception tickets will be \$5 and coffee and dessert will be served on the designer plates that evening - and you get to take the plate home! To design and paint a plate - and to get your ticket for the reception, please contact the Capitol at 782-ARTS or 1-877-694-ARTS.

The second will be the Picnic Pops, which has served as a defining fundraising event for the Capitol Arts Alliance for more than a dozen years. Thousands gather each year on a lawn with picnic baskets and blankets to enjoy fantastic music, good food, and family fun. The event consists of music by a variety of bands (local and professional), food vendors, children's art activities and hopefully lots of sunshine! All proceeds benefit the Capitol's educational programs. This year's event will be on Saturday, June 23 at the Amphitheater at the National Corvette Museum. All of the final details will be announced at a kick-off event on May 23. Or call the Capitol for more information.

And, The Newton Education Center in Campbellsville received a School - Community Arts Partnership Program (SCAPP) grant through the Kentucky Arts Council last year and they are busy putting their art plans into action. The grant money is being

used to develop a partnership with various artists in the areas of music, creative writing, drama, dance and visual arts. Students will have the opportunity to receive hands-on training through various projects in their areas of interest - while teachers will be using the arts in their classrooms. A local resource team is organizing projects and a directory of local artists will be compiled and made available to anyone in the community. Currently, murals are being painted at both Campbellsville Elementary and Taylor County Elementary.

Please remember that I am available to come to your organization, community or school to discuss Kentucky Arts Council grants and opportunities - just call to arrange a date and time. It's never too early to get to work on planning and developing your ideas!

## Your Circuit Rider, Pat Ritter

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## Reporting from

Ballard, Butler, Caldwell, Calloway, Carlisle, Christian, Crittenden, Daviess, Fulton, Graves, Hancock, Henderson, Hickman, Hopkins, Livingston, Logan, Lyon, Marshall, McCracken, McLean, Muhlenberg, Ohio, Todd, Trigg, Union, and Webster Counties.

In the past few weeks I have had an opportunity to visit two small towns in the Jackson Purchase Region of Kentucky where people are working hard to make a difference for the citizens of their communities. The quiet community of Clinton in Hickman

County is not very far from Columbus-Belmont State Park, famous as the location for the Eastern end of a chain that was to span the Mississippi River during the War Between the States and prevent Union ships from sailing South along the river to attack Confederate installations on the riverbank. The chain broke as it was being installed and never served its original purpose, but it has left behind a love of history throughout the region.

To the people of Clinton and Hickman County, the past is something to be celebrated. Their museum served as a private home in downtown Clinton until the family donated it to the historical society. The old house now safeguards and displays treasures from their county's entire history. Schools and small colleges that would be otherwise gone and forgotten hold pride of place next to military history, farming tools and equipment, community landmarks, and views of the changing lifestyles of Hickman County through the years. And as if they don't have enough artifacts in their permanent collections to satisfy any history buff, they enhance it with artwork. And it's not just the usual portraits of community leaders, but there is a selection of local landscapes and farm and community scenes that bring history back to life in a way that displays of tools and equipment never would. And the best part is, the artists are Hickman County citizens, deeply familiar with the subject matter.

Everyone associated with that museum is a volunteer. They work together to staff the museum and organize the annual Columbus-Belmont battle re-enactment each year. There too, folklife traditions have pride of place next to the military activities as demonstrators skilled in traditional crafts demonstrate 'how it used to be done.'

Not too far south of Columbus-Belmont and Clinton is the small riverfront community of Hickman, home of the Warren Thomas Museum. The Warren Thomas Museum is housed in an old church in Hickman

# Community Arts



## Down on Beale Street

by Chris Harp

that was built in 1890 by a group of former slaves, who sought a place where they could worship in freedom. The building now used as the museum was the third church building for the congregation and was, in turn, replaced by a fourth sanctuary in 1991. But during its tenure as a church, it also served as the first school for the African American children of the community.

Jeanette Dean and other community members in Hickman stepped in to save the building and make it a museum to celebrate their own and their community's past. They received money from the State of Kentucky in 1992, as part of the Kentucky Bi-Centennial Project, to start the preservation and conversion process. Since then, it has been an ongoing process of adding things to the displays, including art and folklife elements, and continuing the restoration and preservation as time and funds permit.

Like the museum in Clinton, this is a labor of love for all involved. It's the chance for each group to preserve a part of their community that will enrich the present and future. And just as importantly, it's a chance to give opportunities to the people in the community to exhibit their talent through the arts at an exhibit, a play, a poetry reading, a musical concert, and more.

There are all sorts of little hidden treasures like the ones I've described scattered throughout Kentucky. Now that summer is here and you are looking for that one or two day outing to learn more about our state, I'd recommend you look for these small museums and arts organizations and see how rich Kentucky truly is.

## Your Circuit Rider, Mary Jackson-Haugen

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Last month I traveled to Memphis, Tennessee to attend Travel South – Heritage Tourism, a conference sponsored by Travel South USA and the Tennessee Department of Tourist Development. The conference was held in the beautifully restored Peabody Hotel in downtown Memphis, just blocks from the mighty Mississippi. The conference brought together over 250 tourism directors, arts and humanities directors and others to explore ways to increase the scope of cultural heritage tourism as an industry.

First of all, I have to say something about the Peabody. This is a quirky hotel, one that had been abandoned and boarded up in the late seventies, and re-emerged in the 1980's as one of this country's premier historic hotels. Every day at 11 a.m. the ducks come down from their penthouse to swim in the hotel's lobby fountain. This is an amusing and very popular event as tourists crowd the hotel's lobby and mezzanine to catch a glimpse of these aquatic residents. It is said that the mouth of the Mississippi begins in the Peabody fountain.

That first night in Memphis I almost stayed in my hotel room, but thankfully didn't. I went in search for some authentic Tennessee "Bar-B-Q", or other Tennessee fare. Western Tennessee is dotted with barbecue restaurants, and there are so many different variations on the sauce it can be downright confusing. I asked the concierge to direct me to the best food in town. He told me to go two blocks down to Beale Street and stop in at the Blues City Café. This was a wonderful culinary experience. I watched my ribs being prepared by the cooks behind the counter, pulling rib after rib out of the oven. Mine were served with cole slaw and baked beans and so much bread. I put the napkin on my lap and it stayed there as I decided that "when in Rome" you should lick your fingers.

After that great meal, I wanted to check out this Beale Street I'd heard so much about, so I headed out the door. As I walked down the street – the real name is Beale Avenue by the way – I noticed that all the authenticity I was searching for wasn't obvious at first. There were souvenir stores everywhere, spiritualist and voodoo shops, a drug store (a cultural attraction on its own) and many, many bars and nightclubs. I could not find authenticity anywhere!

Then, about four blocks down, right past the latest sports bar, I noticed this tiny blue shotgun house, sitting right in the middle of a parking lot. I wondered to myself, "What could that be?" I noticed a sign in the front yard that read "W.C. Handy House, the Father of the Blues". Wow! I had stumbled upon the birthplace of blues, without even knowing I was headed there. The house was closed for the day, but I could walk right up on the front porch and look through the front room's curtains into a room filled with memorabilia from W.C. Handy's life. The house had probably been moved from its original location, but it sure made an impression on the Beale Street landscape. From there, I headed to a record store I'd seen earlier and purchased a copy of Louis Armstrong singing W.C. Handy. I wanted to hear the music, not just see the house. And I spent a little money doing it.

I guess my point here is that the cultural heritage tourist is an adventurous person to a point. The authentic culture of a community has to be presented in the right way to the tourist, and it has to be accessible. It is not enough to hope that the tourist will stumble across what is authentic about your community, but you must go beyond this step to help the visitor find and appreciate what it is you have to offer. That sense of place has to be inviting enough that your visitor echoes the sentiment of W.C. Handy when he says, "I'd rather be here than any place I know."

# Arts Council Continues Partnership with Kentucky Center for the Arts to Provide Training Around Access Issues

In fiscal year 2000, eight Access by Design workshops were provided to presenters on 504/ADA (Americans with Disabilities Act) at various locations throughout Kentucky. A total of 65 people, representing 40 agencies and organizations participated in the workshops. The participants included staff, volunteers and board members. Included with these workshops were two training sessions to train volunteers in audio description and captioned theatre. In addition, site evaluations were provided to two organizations, and a demonstration of theatre-accessibility equipment was provided for the awards program of the 1999 NASAA conference in Louisville.

A new series of workshops will be presented in May, June and July, 2001 for presenting organizations, relating to audience development, marketing and funding issues; training in audio description and captioned theater services; including site evaluations as requested. The Access workshops will address accessibility issues as they apply to theaters, auditoriums, and artistic environments and are designed for staff, board members, artists, and volunteers.

## Access in Practice—

"A Positive Approach to Accessibility Services"

Kentucky Center for the Arts — Louisville  
Thursday, May 10, 2001/10:00 a.m. – 4:00 p.m. EST  
Registration starts at 9:30  
Cost - \$8.00

Kentucky Center for the Arts — Louisville  
Wednesday, May 16, 2001/10:00 a.m. – 4:00 p.m. EST  
Registration starts at 9:30  
Cost \$8.00

Includes a Captioned Theater and Audio Described performance of Stage One's Schoolhouse Rock Live! and a presentation and tour by New Vision Gallery. Lunch will also be provided.

## Access by Design I —

"A Positive Approach to Accessibility Services"

Riverpark Performing Arts Center —Owensboro  
Tuesday, June 26, 2001/1:00 p.m. – 4:00 p.m. CST  
No cost

The Center for Rural Development —Somerset  
Monday, July 9, 2001/1:00 p.m. – 4:00 p.m. EST  
No cost

Addresses ADA laws, sensible approaches to developing accessibility services, sensitivity, and assistive technology.

## Access by Design II —

"A Positive Approach to Accessibility Services"

Mountain Arts Center — Prestonsburg  
Thursday, June 21, 2001/1:00 p.m. – 4:00 p.m. EST  
No cost

Richmond Area Arts Council — Richmond  
Friday, July 6, 2001/1:00 p.m. – 4:00 p.m. EST  
No cost

Expands on issues addressed in Access by Design I with more emphasis on marketing, audience development and funding.

To learn more about the programs and services provided through this partnership or to register for these workshops, contact: Stacy Ridgway, Access Coordinator, Kentucky Center for the Arts, 502-562-0111(V) 502-562-0140(TTY) or [Sridgway@kca.org](mailto:Sridgway@kca.org).

## ~ HOT DATES! ~

### KAC BOARD MEETINGS

JUN 15 Frankfort/Old Capitol Annex  
SEP 21 Elizabethtown/TBA

### EVENTS

MAY 5 Kentucky Visions/Frankfort  
OCT 3-7 Southern Arts Exchange/ Louisville

### APPLICATION DEADLINES

MAY 11 Craft Marketing Jury by Slides  
MAY 22 Kentucky Performing Arts on Tour Directory  
MAY 30 Craft Marketing Jury by Sample (mail)  
JUN 1 Individual Artist Professional Development Grant  
JUN 4 Craft Marketing Jury by Sample (hand delivered)  
JUL 2 Visual Arts at the Market



## Individual Artist Program News

### Performing Artists, Take Note!

The deadline to be included in the 2002 Performing Arts On Tour Directory is fast approaching! The purpose of the Performing Arts On Tour Directory is to promote and showcase a selection of Kentucky's finest contemporary and traditional performing artists who are available for touring. The Directory is a juried roster of performing artists that is used by presenters, funders and others as a resource for helping identify artists for performance bookings and projects. Acceptance into the Performing Arts On Tour Directory is for a two-year period.

Individual artists, companies or groups in dance, theatre, music, storytelling, or other performing disciplines may apply. Applicants must have been Kentucky residents for at least one year before the application deadline. Applicants must also be available to tour. The application deadline is May 22.

### Visual Artists, Take Note!

The deadline to apply to the Visual Arts at the Market program is July 2, 2001. Designed to assist Kentucky visual artists interested in reaching wholesale and retail markets, Visual Arts at the Market is a component of Kentucky Crafted: The Market. Visual Arts at the Market includes original two-dimensional art, as well as printed items derived from original art such as posters, note cards, and calendars.

Artists accepted into the program will receive follow-up information from the Craft Marketing Program regarding exhibiting at the Market. Participating artists will be required to attend a Market orientation session, as is required of all first-time Market exhibitors.

For more information on these Individual Artist Programs contact:  
Lori Meadows  
Toll free at 1-888-833-2787, ext. 4812  
E-mail [Lori.Meadows@mail.state.ky.us](mailto:Lori.Meadows@mail.state.ky.us).

## Poet Laureate Ceremony Highlights Literary Arts

The induction of James Baker Hall as Poet Laureate 2001-2003 at the Capitol Rotunda on April 24, 2001 was also a celebration of the literary arts in Kentucky. The ceremony coincided (not coincidental, however) with Kentucky Writers' Day celebrated on the birthdate of Kentucky native son Robert Penn Warren who was also first Poet Laureate for the United States.

Affrilachian Poets Crystal Wilkinson and Frank X. Walker (see next column) read their works to an appreciative audience, which included Governor Paul E. Patton. Then Governor Patton introduced our new Poet Laureate James Baker Hall, who seemed overwhelmed by the media attention and public appreciation for his work. The ceremony concluded with a reading by outgoing Poet Laureate Richard Taylor and a public reception.

### In Memory of Former Kentucky Poet Laureate James Still

Considered by many as the voice of Appalachia, James Still of Hindman, KY, died on April 28, 2001, at the age of 94.

James Still was a poet, novelist, short story writer, children's writer and keen observer of the people and land of Eastern Kentucky. His critically acclaimed novel, "River of Earth" received the Southern Authors Award. Still was also known for his children's story "Jack and the Wonder Beans," which was performed in the opening weeks of the Kentucky History Center. Still's stories and poems have been published in The Atlantic Monthly, The New Republic, The Yale Review and The Saturday Evening Post.

Besides the Southern Authors Award, Still also received two Guggenheim Fellowships, was Kentucky Poet Laureate 1995-1997, received honors from the American Academy of Arts and Letters and was the recipient of the Governor's Awards in the Arts, Milner Award. The University Press of Kentucky plans to release a book of new and collected poems by James Still next month.

### Metaphors & Horses For James Baker Hall, Kentucky Writers' Day 2001

if metaphors were horses  
if alliteration was as thunderous  
as a touchdown pass  
we could sell season tickets  
to open mic sessions  
young people would stand in line  
all night  
would camp out  
in the snow  
for front row seats  
to hear george ella lyons  
read "where i come from"

a mint condition  
gurney norman rookie card  
would be worth an acre of tobacco  
and a james still  
or robert penn warren first edition  
a mountain of coal

if metaphors were horses  
if alliteration was as thunderous  
as a touchdown pass  
poets would have their own streets  
we would auction off  
autographed books  
at bourbon balls  
toy stores would sell  
nikky finney  
action figures  
and frank x  
would have a shoe contract

the whole world  
would stop  
every spring  
and place bets  
get all dressed up  
draft office pools  
hold their breath  
for at least two televised  
minutes

we would all stand on our feet  
and cheer  
praise the rhythm  
celebrate  
the majestic beauty  
of pat day  
in the final stretch  
aboard corregidora nosing out  
kentucky bred  
blackberries blackberries  
and abah's wife

if reading  
and writers  
were really important  
we would crown one  
king  
and the governor  
would come  
to hear him  
sing

Frank X. Walker  
4/24/01

# Focus on Kentucky Folklife

by Brent Bjorkman

Folklife can be seen as both a window into Kentucky's past and an important path of understanding as we look toward the future. For over ten years, the Kentucky Folklife Program has been committed to the documentation, preservation, and presentation of the rich folklife of the Commonwealth.

Whether we are documenting the thumb-picking guitar style of Western Kentucky or an African-American youth drumming group in Louisville, our program's aim is to bring to Kentuckians an understanding of the many roles folklife plays in all our lives. These traditions are often featured at the annual Kentucky Folklife Festival as well as by way of many educational and community folklife grants funded through the Kentucky Arts Council.

Throughout the next several issues of the Blue Moon the KFP will spotlight several genres of folklife unique to Kentucky. We begin with an overview of a Western Kentucky musical tradition: Guitar Thumb-picking.

## "...Like a One-Man Band" - Western Kentucky's Thumb-picking Tradition

"With the thumb-picker playing the bass line, rhythm and melody all at once, it is really like hearing a one-man band!" This is how Steve Rector tries to describe his thumb-picking or "Merle Travis" style of guitar playing to anyone not familiar with its unique sound. If first heard without being seen, most listeners would often swear they are hearing more than one set of stringed instruments playing together. Yes, this is truly a special sound, "the" special sound of traditional music from Western Kentucky and much like Bill Monroe and his bluegrass beginnings, the world of thumb-picking guitar has a deep and reverent connection to the Commonwealth.

Shortly after the turn of the last century a guitar player named Kennedy Jones first played a type of rolling thumb and finger guitar style using a thumb-pick to hit the bass note. Although it was the thumb pick that added pronouncement to the bass line of this special way of playing, this new device was not the sole reason for the success of this note-filled brand of regional music first known as "that Muhlenberg Sound."

During the early century, many miners in Western Kentucky got together to share tunes and tunings during coal camp jam sessions and community dances. It was mostly by way of railroad and riverboat that these folks arrived in the Commonwealth from places both north and south. They brought along with them diverse sources of musical influences. According to folklorist Dr. Erika Brady, the economic climate of this coal region "allowed for quite a bit of sharing between black and white musicians, producing a

unique combination of styles on both sides of the exchanges." A well-known case in point here is the important musical influence of one particular black man had on both thumb-picking and the early sound of bluegrass music. Arnold Shultz was an itinerant guitar player known up and down the Ohio River area. Schultz's presence and artful guitar style touched not only the thumb-pickers from Muhlenberg County, including Kennedy Jones and to Merle Travis, but also made an impression on another Kentuckian, a young Bill Monroe. Bluegrass innovator Monroe, often credited Schultz and his jazzy, rolling pick-ing style as the catalyst that fueled his own distinct sound.

While folklife is often deeply rooted in the past, it also lives in the present. The thumb-picking legacy first distilled as a regional Kentucky music style lives on in a group of dedicated musicians who take great pride in their role as keepers of this tradition. Thumb-pickers like Eddie Pennington and Steve Rector grew up in the western part of the state listening to and playing along with many of their musical mentors - from internationally acclaimed Kentuckian Merle Travis to Drakesboro musician and teacher Mose Rager. The contemporary reverence these men have for their teachers is grounded in their community. Rager, a Muhlenberg county guitarist, hosted countless jam sessions with countless guitarists at his home. Rager has been so influential and connected to the development of this style that jam session in his hometown, aptly titled, Home of the Legends Jamboree, continue to be held every second Saturday night at the Court House in Drakesboro. Also, newly established in the community is the Thumb-picker's Hall of Fame Induction Ceremony, a major event held each April. At this venue recognitions are given out in several categories including Living Thumb-picker, Deceased Thumb-picker, Supporting Musician, Supporting Non-musician, and a President's Award.

Special for the Kentucky Folklife Program at this year's Hall of Fame induction ceremony on April 6th in Drakesboro was the honoring of KFP Director Bob Gates with the President's Award. According to presenter Eddie Pennington, this award was given to Gates for his "special efforts in nurturing thumb-picking throughout the state."



Kentucky Folklife Program Director Bob Gates Receiving the President's Award at the 2001 Thumb-pickers Hall of Fame in Drakesboro, Kentucky.

## Kentucky Thumbpicking Today

For years these guitar players have promoted "the Muhlenberg Sound" far and wide while taking it in new directions. Fans of Steve Rector, for instance, often find him as equally at home with the classic thumbpicking tunes as he is at infusing his music with jazz and rock.

Eddie Pennington is another talented thumbpicker and winner of numerous thumbpicking competitions. He has taken the style to the Smithsonian's American Folklife Festival and spent a great deal of time in Europe playing to a growing number of fans of this regional American genre. Pennington has passed on his love for this tradition – as well as his talent – to his son Alonzo.



Steve Rector, Alonzo Pennington, Eddie Pennington and thumbpicking friends "jamming" at the 1999 Kentucky Folklife Festival.

To pay tribute to this style of playing and to honor some of its originators the Kentucky Folklife Program produced a special concert in 1999 at the Kentucky Folklife Festival. This concert brought together many of the finest thumbpickers who have taken the style in many directions.

Since it began, the KFP has worked to document, preserve, and present this unique regional folk music style. Both Rector and Pennington have been participants in the KFP's granting program, the Tour of Kentucky Folk Music. This program provides funding for communities to hold concerts which showcase performers of traditional Kentucky music. In addition, these musicians have come to be known by a growing number of Kentuckians through their performances at the Kentucky Folklife Festival held each September. This fall, in honor of the Kentucky Folklife Festival's 5<sup>th</sup> anniversary, the KFP staff plans to bring back many of the favorite folk artists from the past, including several sets featuring Western Kentucky thumbpicking. Many thumbpickers will also be involved in our festival jamming area on the Old State Capitol lawn. We hope to see you there!

## The Best of Thumbpicking

Home of the Legends Jamboree- Every second Saturday night of each month -at the Fire Station/ City Hall in Drakesboro. This bi-monthly event across the street from legend Mose Rager's house and monument usually lasts from 6:00 p.m. to 10:30 p.m. with local guitar talent running the show.

The Eddie Pennington Festival- June 2- on the grounds of Butler Campus in Downtown Princeton. Call the Princeton Arts Guild (270) 3959 for more details.

Home of the Legends Guitar Contest and Jam Session- August 24<sup>th</sup> and 25<sup>th</sup>. Paradise Park in Powderly, KY (between Greenville and Center City)

Merle Travis Birthday Supper- Saturday Night after Thanksgiving – Drakesboro Elementary School. This event features an open mike and dinner of "Miner's Strawberry Supper" (which means soup beans and cornbread). A wonderful picking event.

Thumbpickers Hall of Fame Ceremony - April 2002. For more information on this event contact organizer Bobby Anderson at 270-476-9029.

Kentucky Thumbpicker's Club – Interested thumbpicking enthusiasts are welcome to learn more about thumbpicking from all angles. Contact D. Scott Taylor, Newsletter Editor at 1-859-223-3576 or via e-mail at [dscotttaylor@prodigy.net](mailto:dscotttaylor@prodigy.net) for more details.

EddiePennington.com- When on the web, drop in to hear cuts from Pennington's latest album: "Just My Style - Thumbpicking Old Favorites" at: <http://www.eddiepennington.com> It is well worth the trip!



If you are interested in knowing more about the Kentucky Folklife Program and its presentation efforts and available grants, please contact our office at 1-888-833-2787 ext. 4481 or 4482.

## Southern Arts Exchange Comes to Louisville in October

### Kentucky Arts Council Sponsors First-time Attending Presenters

The Southern Arts Exchange Performing Arts Booking Conference and Training Institute (SAE), the largest booking conference in the eastern and southeastern United States, will be holding its annual conference at the Kentucky International Convention Center in Louisville. As an SAE 2001 sponsor, the Kentucky Arts Council will subsidize any presenter wishing to attend the conference for the first time.

The SAE is both an industry trade show and a technical training institute and brings together presenters from art organizations, artists and artist managers, and booking agents to book artists and attractions for performances. The purpose of the SAE is to connect artists with audiences through fostering excellence in all aspects of presenting and touring the performing arts throughout the region. This conference is the primary forum for technical assistance and professional development for the South's performing artists and presenters.

Through this annual conference, presenters and performing artists are able to:

- develop business relationships in order to present performing artists and attractions in communities throughout the South
- exchange knowledge and understanding about the performing arts field through structured and informal networking opportunities
- enhance artistic programming, technical knowledge, and leadership skills through professional seminars, workshops, and events
- discuss current and anticipated issues affecting the performing arts field
- recognize the achievements of outstanding contributors to the field

The conference will begin Wednesday, October 3, with pre-conference training workshops and conclude on Sunday, October 7. If you would like more information about the conference, please contact Larry Turner of the Southern Arts Foundation at (404)874-7244, extension 18 or via email at [ltturner@southarts.org](mailto:ltturner@southarts.org).

If you would like information about being sponsored as a first-time attending presenter, contact:  
Lori Meadows, KY Arts Council, 1-888-833-ARTS ext. 4812,  
E-mail: [Lori.Meadows@mail.state.ky.us](mailto:Lori.Meadows@mail.state.ky.us).

## Craft Marketing Program Offers Wholesaling Workshop

A wholesaling workshop will be held on Saturday, July 28, 2001, from 10 a.m. - 2 p.m. at the Holiday Inn in Frankfort. Anyone who would like to explore the benefits of wholesaling, or is interested in exhibiting at Kentucky Crafted: The Market should attend this workshop. Two-dimensional visual artists that are interested in exhibiting at Kentucky Crafted: The Market through the Arts Council's Visual Arts at the Market program are especially encouraged to attend. The fee is \$15 and includes a box lunch. For more information, call Anna Marie Walker at 1/888/592-7238, ext. 4815, or E-mail [annamarie.walker@mail.state.ky.us](mailto:annamarie.walker@mail.state.ky.us).



## American Craft Industry Measures \$14 Billion Per Year

The Craft Organization Directors of America has sponsored the first national economic impact study of the crafts industry. With leadership funding provided by the Phillip Morris Companies, Inc., The CODA Survey: Impact of Craft on the National Economy was prepared by the Center for Business Research, John A. Walker College of Business, Appalachian State University, Boone, NC and released in March, 2001. Here are some highlights:

### Economic Facts

- There are 106,000 to 126,000 craftspeople working in the United States today.
- The average gross sales/revenue per craftsperson is \$76,025.
- The total impact of craft sales is \$12.3 to 13.8 billion per year.
- Median household income of craftspeople is \$50,000 per year, 26% above the national median of \$39,657
- Direct retail accounts for 52% of annual sales, just over one-half at craft fairs.
- The average craftspeople derives 27% of annual sales from wholesale and 11.2% from consignment to galleries.
- Craftspeople that have paid employees have three times the household income and ten times the sales revenue of those that work alone.

For further information or to order the complete report, contact:  
Laurie J. Huttunen  
HandMade in America  
PO Box 2089  
Asheville, NC 28802  
Phone: 828-252-0121  
E-mail: [wncrafts@aol.com](mailto:wncrafts@aol.com)



## Kentucky Visions: 2001 at Governor's Mansion For Derby Festivities

In what has become part of the Governor's Derby Breakfast tradition, 25 Kentucky artists had work displayed in Kentucky Visions, a two- and three-dimensional visual art exhibit coordinated by the Kentucky Arts Council on behalf Governor Paul E. and First Lady Judi Patton.

"The talent of Kentucky artists is just fantastic and I'm so pleased to be able to share this wonderful work during the Derby season," said First Lady Judi Patton of the art that in some manner depicts or represents Kentucky. "Kentucky Visions has always added a special touch to highlight the Governor's Derby Breakfast Celebration." Kentucky Visions: 2001 was installed in the ballroom of the Governor's Mansion and a reception for the artists was given on April 26<sup>th</sup>. The Governor and the First Lady welcomed the participating artists and their guests into the Mansion and took the opportunity to talk with them about their work.

Over 5,000 guests viewed the show during the course of Derby-related events. The show was open from April 26<sup>th</sup> through May 7<sup>th</sup>. Four pieces of art were sold (at last tally) at this show and no commission was charged to the artists.

This year's Kentucky Visions exhibit included 46 works selected from over 300 entries.

"Perhaps the single element that ties this group together is the artists' love of Kentucky, and in particular its landscape. A true sense of place pervades this work—whether in a panoramic landscape vista, a scene of the farm or barnyard, or an intimate detail from nature. Artists around the globe are often drawn to the beauty and richness of their physical environment, and, as is evidenced by these works, artists in Kentucky are no different" says guest juror Rene Barrilleaux, Chief Curator at the Mississippi Museum of Art.



Governor Patton takes a closer look at artwork in Kentucky Visions

**Lisa Banyai**  
Lexington  
Photograph

**David Bartlett**  
Morehead  
Photograph

**Catherine Burkhead**  
Louisville  
Fiber

**Carolyn Courtney**  
Louisville  
Photograph

**Bonnie Creighton**  
Richmond  
Sculpture

**Linda Cundiff**  
Finley  
Pastel Drawing

**Janice Darnell**  
Taylorsville  
Fiber

**Jennifer Deamer**  
Louisville  
Oil Painting

**Keltie Ferris**  
Louisville  
Oil Painting

**Joseph Fitzpatrick**  
Louisville  
Watercolor Painting

**Mary Hagy**  
Loretto  
Oil Painting

**Rene Hales**  
Lexington  
Photograph

**Kenneth Hayden**  
Louisville  
Encaustic Painting

**Robert Hill**  
Elizabethtown  
Photograph

**Shayne Hull**  
Louisville  
Oil Painting

**John P. Lackey**  
Lexington  
Linoleum Block Print

**Margaret Lester**  
Alexandria  
Intaglio

**Alan MacKellar**  
Lexington  
Photo Collage

**Tom Mitts**  
Newport  
Oil Painting

**Marianne Brown Mize**  
Lawrenceburg  
Ceramics

**Ardis Moonlight**  
Louisville  
Fiber

**Letitia Quesenberry**  
Louisville  
Graphite

**Shannon Shepherd**  
Stanville  
Print

**Denise Spaulding**  
Catlettsburg  
Watercolor Painting

**Dennis Thomas**  
Sudith  
Wood Carving

## Volunteering in the Arts Is on the Rise

According to the latest data from Independent Sector, the number of U.S. adults volunteering reached 109.4 million in 1998, which is up from 93 million in 1995. Forty-one percent of volunteers gave time in sporadic, one-time activities, but almost as many (39 percent) preferred a set schedule. The largest percentage of volunteers (23.6) favored working directly with constituents, such as assisting kids or serving food, while another sixteen percent of volunteers chose to assist with fundraising. Although rates of volunteering rose, the number of typical volunteer hours per week dropped from 4.2 in 1995 to 3.5 in 1998.

Just over five percent of volunteers prefer to spend time in the arts and the amount of time volunteered for the arts has increased over time.

Organizations that use volunteers not only reap the benefits of extra workers, but they also realize financial rewards, since volunteers tend to give more in contributions than nonvolunteers.

Sources: Independent Sector, *Giving and Volunteering in the United States*, 1999 Edition; the Aspen Institute, Nonprofit Sector Research Fund, "Who Volunteers? Dominant and Relevant Statuses"; National Endowment for the Arts, *Giving and Volunteering in the Arts*.

## Center for Nonprofit Excellence Presents Workshop on Strategic Alliances

A new avenue of success is being pursued by many nonprofits in the arena of strategic alliances. Explore the many different sides of the strategic alliance question, pointing out the various dos and don'ts involved and focusing their attention on the trends that are leading organizations in this direction at this workshop on May 17, 2001 from 1:30 p.m. to 4:30 p.m.

This workshop is designed for nonprofit organizations to understand the trends in the sector that necessitate the development of strategic alliances; to explore the major types of strategic alliances which nonprofit organizations might pursue; and the principles involved in the development of successful alliances.

Registration Fee is \$50 for CNPE Members, \$40 Each Additional Registrant, and \$70 for other organizations. The workshop will be at the Center for Nonprofit Excellence, 3640 Dutchmans Lane (Shalom Tower), Louisville.

For more information or to register, contact: Bo Manning at (502) 315-2673 or visit the Web site at [www.cnpe.org](http://www.cnpe.org)

## Art Museum Construction Boom Signals Connections to Communities

Special from Art Biz Bits ([www.artsbusiness.com](http://www.artsbusiness.com))

A growing list of American museums are currently under construction or renovation. This happy development appears to point beyond the excellent fundraising skills of many museum directors and to what American Association of Museums president Edward Able has called "a watershed moment for museums."

From the much anticipated opening this fall of the glitzy Guggenheim Museum in Las Vegas to the new and nearly transparent Contemporary Arts Center in Cincinnati there is a renewed determination of museum staff to connect with the public.

In January 2001, the Detroit Institute of Art adopted a new mission statement. They replaced the opening phrase "conserving, collecting and interpreting art" with "serving the public".

This seemingly minor semantic alteration strikes at the heart of increasingly aggressive survival strategies which may have grown out the cash strapped and beleaguered late 1980s and 1990s. The AAM is drafting a blueprint for the 21<sup>st</sup> Century called "Museums and Community Initiative." Its primary goal is for museums to reflect the values of their communities.

"For any institution to exist," states Able, "it must show relevancy to the community. We must be seen as partners with corporations, government and private foundations in building communities." In fact, the US is experiencing a growth spurt in community focused new museums or significant alterations to existing ones.

In the US Congress, legislation has been proposed to create a new African American Museum on the Mall. The plan "resurrects an intense and vocal effort from the '80s and '90s to get the Smithsonian Institution to dedicate a structure on the Mall exclusively to the story of black Americans."

The Art Institute of Chicago will build a \$200 million addition which is reported to be "a subtle late modern statement that promises to strike just the right balance between architectural spectacle, as exemplified by Gehry's triumph in Bilbao, and architectural sobriety, as seen in Chicago's stolid, uninviting Museum of Contemporary Art."

And perhaps the most public friendly of all art institutions, children's museums are experiencing an unprecedented boom reports the Washington Post. The US has nearly six times as many children's museums as it did a quarter century ago, and attendance has exploded in the last decade, with 33 million people visiting one of the nation's 215 such museums in 2000.

## NEA Chairman Bill Ivey Announces Resignation

National Endowment for the Arts Chairman Bill Ivey announced his resignation, effective September 30, 2001, eight months before the end of his four-year term. Ivey has submitted a letter to President George W. Bush informing him of his decision.

"My hope is that by announcing now that I will step down at the end of this fiscal year, the new administration will be able to move efficiently to choose new leadership for the Arts Endowment," Ivey stated. "I will continue to work aggressively with this Congress to complete the budget appropriations process for Fiscal Year 2002 and to ensure that there is a smooth transition within the Office of Chairman."

Ivey was unanimously confirmed as NEA Chairman by the United States Senate in May 1998. Since then, he has developed a new strategic plan for the Arts Endowment and has met with more than 250 members of Congress to discuss the crucial role of federal arts support for our nation's artists, arts organizations and communities. Through these efforts, Ivey achieved a \$7 million funding increase, the NEA's first budget hike since 1992. The additional funding is earmarked for the Challenge America program, developed under Ivey's leadership to support arts education, services for young people, cultural heritage preservation, community partnerships and expanded access to the arts.

"I'm proud of what's been accomplished during my tenure," Ivey said. "We've brought NEA grant making to underserved areas and have better connected young people with the arts. Today, our partners in and out of government see the Endowment for what it is—a major public policy asset."

Beginning in October, Ivey plans to take some time to reflect on all he has learned as Chairman. "This will be my first real break from work in 30 years," he said. "I'm going to relax, begin several book projects and get ready to take on some new challenges right after the first of the year."

A folklorist and musician, Ivey is a staunch protector of America's living cultural heritage and a forceful voice on national arts policy. As Chairman, he has traveled extensively, giving over 100 speeches and meeting with leaders and representatives of cultural, business, education and civic groups including the U.S. Conference of Mayors, chambers of commerce and Rotary Clubs.

From 1971 to 1998, Ivey was Director of the Country Music Foundation, an accredited nonprofit education and research center in Nashville. He is the first Endowment Chairman who has developed and run a nonprofit cultural organization. Also a teacher and writer, Ivey holds degrees in history, folklore and ethnomusicology.

## pARTicipate 2001 — New York City, July 28-31

For the first time, there will be a joint convening of the Americans for the Arts and the National Assembly of State Arts Agencies. The arts play a critical role in developing communities that are vibrant, inclusive, and economically prosperous. During pARTicipate2001, attendees will come together and learn from each other in the creation of personal and collective strategies for advancing the impact of the arts on livable communities. Attendees will explore how the arts affect the livability of America's communities through the study of the following ten characteristics:



- The arts bring diverse people together.
- Elected officials understand the importance of supporting the arts and do so.
- The arts are valued as a critical component of learning for all children-including youth at-risk-and for adults both in the classroom and in other educational settings.
- People value and are aware of the various opportunities to participate in the arts.
- Business people and corporate citizens recognize that the arts are important to a healthy business environment, and are involved in the arts in diverse ways.
- The arts are infused in the natural and built environments.
- The arts are integral to civic dialogue and community residents recognize the civic value of investing time and financial resources in the arts.
- The arts are valued as an industry in the "new economy" because of their contribution to quality of life, economic development, and tourism.
- The contributions of individual artists are valued and supported.
- The arts flourish with new and diverse leaders informed by those who paved the way for them.

For more information about the conference visit their Web site at [www.participate2001.org](http://www.participate2001.org)

## A MESSAGE FROM THE DIRECTOR

Dear Colleagues:

Now that the word is out that the Arts Council is a participant in the Wallace-Readers' Digest Funds' START initiative, you might be wondering just what this means for artists and arts organizations in the commonwealth. Although it is difficult to contemplate all the outcomes from our work over the next three years, goals and strategies to increase arts participation in Kentucky are in place.



First of all, the Arts Council will be working with several partners: the Kentucky Citizens for the Arts, Arts Kentucky, Appalshop, Kentucky Center for the Arts, Collaborative of Teaching and Learning, and Kentucky Arts Presenters Network. The overarching goal for our work will be the development of new standards and practices that can enable our arts organizations to expand participation. Building on a recent study of 14 performing arts centers across the state, the KAC will invest in additional research to better understand the needs of other organizations and institutions that stand in the way of increasing participation.

This research will guide staff training and leadership development to increase knowledge and application of best participation-building practices.

At the core of this work and essential to effecting any change in participation is an understanding of the research developed by the RAND Corporation, commissioned by the Wallace Funds. The Rand model looks at those that participate in the arts as creators, audiences, and stewards. Within that framework, increased participation can be broader (increased numbers), deeper (more personal investment) and/or more diverse (different artforms, new audiences, atypical board members). Possible barriers emerge parallel to each of these desired changes in participation. Broadening participation presents practical considerations, deepening can be hindered by experiential influences, and diversification brings perceptual issues on many different levels.

I'm very excited about the reference points that the START initiative and the RAND research provide for us. We will be using these terms frequently over the next few years to build our strategies for increasing participation in the arts across the commonwealth. Stay tuned for more in the future.



Kentucky Arts Council  
Old Capitol Annex  
300 West Broadway  
Frankfort, KY 40601-1950

[www.kyarts.org](http://www.kyarts.org)

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